



Cranaleith Spiritual Center Harvest Festival
Sunday, October 10, 2021
12 NOON to 4:00 PM

Planning for our 2021 Fall Harvest Festival has begun and we would like to invite you to be a part of this exciting event, which will be held on **Sunday, October 10, 2021**. This year due to Covid, the festival will be held completely **outdoors** on the grounds of Cranaleith, located in the Somerton section of Philadelphia, and will be held rain or shine. The location of the vendors will be on the spacious front lawn with the historical Mill-Rae home as the backdrop. After these past months, we feel that everyone is ready for an outdoor celebration! Listed below are points of information:

- The price of reserving a space is **\$40**. This is a non-refundable fee, unless Cranaleith cancels the event due to extreme weather or new Covid regulations.
- A **8' x 30" table w/1 chair** will be provided. You will provide your own table covering and tent (if you wish)
- You will be able to drive your car right up on the lawn and park behind your designated table.
- On Sunday, Oct. 10th, Set-up is from 9:30AM to 11:30AM / Break-down begins at 4PM
- There will be no electrical outlets available. You are welcome to bring your own generator if needed.
- Registration is on a first come, first served basis and is not complete until the application and payment are received. Either Full payment of \$40 or a deposit of \$20 must be included with the application. Balance of \$20 will be due July 15, 2021
- We have space for approximately 25 vendors.
- Please make your check payable to **"Cranaleith Spiritual Center"**. Your cancelled check will secure your reservation.
- We hope your schedule permits you to include us as one of your venues this year. If so, please fill out the attached contract and mail it with your check to:

Cranaleith Spiritual Center
c/o Elizabeth Hoffman
13475 Proctor Road, Philadelphia, PA 19116

We thank you for your interest and we'll do our best to accommodate your needs. Attached is the list of places where Cranaleith will be advertising the Harvest Festival and we encourage vendors to post the event on social media and use their own mailing lists to send out emails and flyers. Promotional materials will be posted on our website.

If you have any questions, please contact Kathie Ulinski either by email kulinski@cranaleith.org or by calling my cell: **609-970-6700**. If you know of other vendors who might be interested in participating, please have them call me at 609-970-6700. We invite you to visit our website for more information about the mission of Cranaleith. www.cranaleith.org

**Cranaleith Spiritual Center
Harvest Festival Advertising Plan 2021**

Cranaleith Website & Social Media Channels

Facebook (1,478 followers)
Instagram (333 followers)
Twitter (87 followers)
Constant Contact Newsletter (2,375 subscribers)

Radio

WHYY (10 radio spots over 5 days)

Digital & Print Publications

Catholic Philly (catholicphilly.com)
Philadelphia Patch
The Northeast Times
Philly Fun Guide (<https://phillyfunguide.com/>)
Sisters of Mercy Newsletter
Bucks County *Coffee News*
Local church bulletins

Print Flyers Going To:

St. Christopher School
Greater Philadelphia Northeast Chamber of Commerce
Local households (approx. 200 families)

Here are some small ways you can help:

1. Invite your mailing/customer/social media audiences to the event
2. Distribute the flyer
3. Follow Cranaleith on social media (@cranaleith)
 - Like, share, and comment on our Facebook and Instagram posts. Tell folks what you will be selling at your table and invite them to drop by.
 - Sign up on our FB Event page. (Yes, we know you're coming, but the event will have more visibility if more people RSVP!)